

06-14-00

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PATENT



Attorney's. Docket No. 99-836



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Box Patent Application
Assistant Commissioner for Patents
Washington, D. C. 20231

NEW APPLICATION TRANSMITTAL

Transmitted herewith for filing is the patent application of:

Inventor(s): James Howard Drew
Denkanikota R. Mani
Andrew L. Betz III
Piew Datta-Read

For:

A METHOD FOR EVALUATING CUSTOMER VALUE TO
GUIDE LOYALTY AND RETENTION PROGRAMS

Certification Under 37 CFR 1.10

I hereby certify that this New Application Transmittal and the documents referred to as enclosed therein are being deposited with the United States Postal Service on this date 6/13/00 in an envelope as "Express Mail Post Office to Addressee" mailing label EJ895748075US addressed to the: Assistant Commissioner for Patents, Washington, D.C. 20231.

Mary E. Anza

(typed or printed name of person mailing paper)

Mary E. Anza
(Signature of person mailing paper)

Attorney's Docket No. 99-836

Enclosed are:

[21] pages of specification and cover sheet
 [14] pages of claims
 [1] page of abstract
 [7] sheets of drawings.
 [3] pages of declaration and power of attorney.
 [4] pages of assignment and assignment recordation form
 [2] pages of information disclosure statement
 [1] pages of form 1449
 [5] references
 [1] return postcard

CLAIMS AS FILED				
	NUMBER FILED	NUMBER EXTRA	RATE	BASIC FEE \$690.00
TOTAL CLAIMS	60 - 20	40 x	\$18.00	720.00
INDEPENDENT CLAIMS	4 - 3	1 x	\$78.00	78.00
MULTIPLE DEPENDENT CLAIMS(S)		0 x	\$260.00	0.00
TOTAL FILING FEE				\$1488.00

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